



CO-OP GUIDELINES

REVISED 10.03.2025

CONTENTS

CO-OP INTRODUCTION	SEE BELOW
EARNING CO-OP FUNDS / DEPOSIT / TIMELINE	1
USING CO-OP: ADVERTISEMENTS	2
AVAILABLE ADVERTISING PARTNERS	3
AD PRE-APPROVAL PROCESS	5
SUBMITTING A CLAIM	6
ADVERTISEMENT REQUIREMENTS	7

MORE INFO

PLEASE CONTACT
MARKETING@SPARTANMOWERS.COM

UPDATES

PLEASE VISIT THE MARKETING CO-OP CENTER IN THE DEALER ZONE TO FIND THE MOST UP-TO-DATE INFORMATION.

Spartan Mowers & UTVs is pleased to provide a Co-Op Marketing Program for our dealers to assist in your sales efforts. We encourage dealers to be active in promoting, advertising, and displaying Spartan® Mowers & UTVs products in your area. Spartan Mowers & UTVs will Co-Op branded merchandise and display materials as well as reimburse advertisement costs up to 75%.

Please read the following guidelines for useful information as well as helpful tips to utilize your Co-Op!

PLEASE NOTE: REMINDERS & UPDATES FOR 2026

- If you have not used 40% of your co-op funds by July of the same fiscal year, 50% of your funds will be deducted for regional advertising and will be subject to additional deductions if needed.
- Unless otherwise specified, Co-Op funds are not used as a direct payment to a vendor. To receive a Co-Op reimbursement, you must follow the guidelines on the following pages. You are responsible for payment upfront to your vendors.
- Claims must be submitted within 60 DAYS of the final invoice date to qualify and in the SAME FISCAL YEAR, November 1 - October 31, that the advertisement was published.
- Co-Op claims will not be approved for future spend. No exceptions. For example, if you have a 12 month billboard contract, you may only submit invoices from the previous 60 days, even if the billboard art will remain the same for future months.

EARNING CO-OP FUNDS

- // Co-Op funds are based on units invoiced from Spartan Mowers & UTVs to the dealer in the previous fiscal year: **November 1 - October 31**.
- // Co-Op funds are earned on a tiered basis:
 - Tier 1 : \$0 - \$300,000 : 1% earned
 - Tier 2 : Over \$300,000 : 2% earned
- // For example, if Dealer A has been invoiced for \$100,000 worth of units from Spartan Mowers & UTVs during the previous fiscal year, they will receive a deposit of \$1,000 in their Co-Op funds. If Dealer B has been invoiced for \$400,000 worth of units from Spartan Mowers & UTVs during the previous fiscal year, they will receive a deposit of \$8,000 in their Co-Op funds.

CO-OP DEPOSIT

- // Co-Op funds are deposited into your Co-Op balance on **November 1**.
- // Spend Co-Op funds between **November 1 - October 31**
- // Co-Op funds reset **October 31**. Unused Co-Op funds do not roll over to the following year.

EARNING TIMELINE

NEW DEALERS

- // All new Spartan Mowers & UTVs dealers automatically receive a lump sum of funds from qualifying level of the New Dealer Program.
- // Please refer to the program for amounts and qualifications.

ESTABLISHED DEALERS (WITH SPARTAN FOR MORE THAN 1 FISCAL YEAR)

- // All dealers that have been with Spartan Mowers & UTVs for more than one fiscal year will receive a single deposit of funds accrued throughout the previous fiscal year (November 1 - October 31).
- // This deposit will occur on November 1 of each year.

USING CO-OP FUNDS

- // The Dealer Zone contains useful information and assets that are helpful when using your Co-Op funds.
- // Co-Op funds can be used on two categories: **advertisements** or **merchandise**; each of which has a different process of utilizing funds.

ADVERTISEMENTS

Receive reimbursement on:

// Billboards	// Radio Ads	// Television Ads	// Pay-Per-Click Ads
// Digital / Print Ads	// Social Media Posts	// Trade Shows / Events	// And More!
// Search Engine Marketing	// Postcards / Mail-outs	// Building Signage	

AVAILABLE MARKETING ASSETS

- // Open the **Co-Op Dashboard** to see the Asset Manager and buttons that link to brand logos, images, videos, radio scripts and more. These assets are free to use to create your own advertisement or provide to your advertisement agency.
- // You will also find design options offered by our partners (at an extra charge) that are eligible for Co-Op reimbursement. For example, there are billboards, digital ads, postcards and more that are pre-approved and customizable.
- // Also, there are files ready to download for free that are available for your use either in the showroom or online.

MULTI-BRAND / SHARED ADVERTISEMENTS

- // Spartan Mowers & UTVs allows you the freedom to use these resources to create your own advertisements. With that, you may want to share your advertisements with additional brands to reach the widest range of potential customers. That is acceptable, but it will alter your eligible Co-Op reimbursement amount.
- // Using the social media advertisements below, the first sample contains five brands. Instead of receiving a 50% reimbursement on the advertising cost, you will receive **1/5 or 20% of the eligible 50%**. The bottom advertisement only contains the Spartan brand and will receive **100% of the eligible 50%** reimbursement.
- // The same applies for shared radio, television, and billboards, as well as shared events and shows.



SPRING IS HERE!
CLEAN UP WITH THE BEST ZERO-TURN MOWERS!







MOWER NATION • MOWERVILLE, AR 870.555.5555



SPRING IS HERE!
BE PREPARED WITH
THE UNBEATABLE LINE-UP
OF SPARTAN®
ZERO-TURN MOWERS!


MOWER NATION
MOWERVILLE, AR
555.555.5555



AVAILABLE ADVERTISING PARTNERS

- // Spartan Mowers & UTVs has partnered with various businesses to offer high quality advertising assistance at affordable rates. All of which are eligible for Co-Op reimbursement.
- // From postcards to signage, social media to websites, there are options for every type of advertising!

SA strategic america®

FOR MORE INFORMATION

rdriesen@strategicamerica.com 
strategicamerica.com 

Pre-approved. No claims necessary!

- // Get ready to use advertisements and strategies with our newest vendor partner, Strategic America.
- // Digital ad packages include Google, Meta (Facebook & Instagram), SEO, and more. These are available for use at 75% reimbursement with no upfront cost.
- // No claim forms are needed for advertising through the Strategic America Campaign. Spartan will charge the dealer for their portion of Strategic America advertising on a quarterly basis (January, April, July and October). See your Spartan Territory Manager for further information.
- // Strategic America will offer three easy to start packages, as well as many traditional add-on advertising options, such as postcard mailers, still printed and facilitated by Arkansas Graphics.

	Tactic	Months	Clicks Per Month	Total Clicks
Package 1 \$2,500	Facebook / Instagram	5	450	2250
	Search Engine Marketing	5	140	700
Package 2 \$5,000	Facebook / Instagram	6	450	2700
	Search Engine Marketing	6	140	840
	Performance Max	3	125	375
Package 3 \$8,500	Facebook / Instagram	8	450	3600
	Search Engine Marketing	8	140	1120
	Performance Max	4	125	500
	YouTube	3	50	150

promoboxx®

FOR MORE INFORMATION

marketing@spartanmowers.com 
promoboxx.com/features-retailer 

- // Promoboxx is a digital marketing platform that allows your business to easily promote Spartan Mowers content on Facebook and Instagram. You can share content as you like or opt in for automated sharing.
- // The content library includes campaigns for each mower series along with promos, holidays, maintenance, mowing tips, etc.
- // There's also a separate campaign for autoshare posts. All campaigns will be periodically updated to keep content fresh and relevant. Additionally, all posts have editing options so you can customize the text, hashtags, or links.
- // Even if you do not wish to use the platform for social sharing, you can download photos, graphics, and videos from the content library. You can also take advantage of pre-approved Facebook ads, and you definitely want to grant ad permissions so Spartan can run Facebook ads directly to your local audience. We can only do that if accounts are paid ready.
- // **PLEASE NOTE:** If you already use Promoboxx for another brand, you must still complete this registration to sign-up, but can log in with your existing username and password. You will still have one account and one login.
- // \$100 will be deducted from ALL dealers Co-Op funds on 11/1/2025 for a 1-year access to platform.

CO-OP GUIDELINES

REVISED 10.03.2025

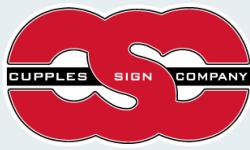


M WALTON STUDIO

FOR MORE INFORMATION [i](#)

matt@mwaltonstudio.com
mwaltonstudio.com

- || Videographer Matthew Walton has been a longtime partner of Spartan Mowers & UTVs, providing photography and video for Spartan, Intimidator, and eNVy.
- || We're pleased to add him as a co-op partner by offering dealers the opportunity to tag promotional videos with their logo and website. These videos are eligible for a 50% Co-Op reimbursement.
- || Dealers will be invoiced directly for the full cost and then required to submit a co-op claim with the provided invoice. Promo videos are already approved, so there's no need to submit a pre-approval for co-op.



FOR MORE INFORMATION [i](#)

jeff@cupplessigns.com
870.236.8566
cupplessigns.com

- || Jeff Cupples with **Cupples Sign Company** has over 30 years experience in the sign business and is working directly with Spartan Mowers & UTVs to create brand signage for your location.
- || Cupples Sign Company is a design-build sign shop that specializes in the design, fabrication, installation, and service of signs of all types, regionally and nationally.
- || With interior or exterior options, illuminated or non-illuminated, Cupples Sign Company has the perfect sign solution for you!



FOR MORE INFORMATION [i](#)

888.972.7422
kenect.com

- || **Kenect** is a text messaging platform used by more than 5,000 businesses throughout the United States!
- || Communicate more effectively, generate more leads, collect payments, send photos, videos, surveys and more all through their easy to use app which utilizes texting from your business phone number, not a personal cell phone number!
- || The texts flow into an inbox where you can easily respond, assign them to team members, and even route them to departments, individuals, or certain locations.



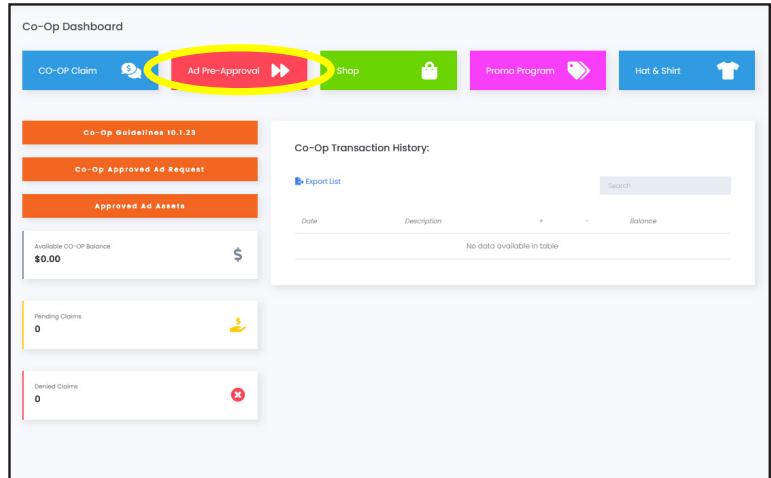
FOR MORE INFORMATION [i](#)

orders@rawkimprinting.com
870.705.5646
rawkimprinting.com

- || **Rawk Imprinting** is our merchandise team for Spartan Co-Branded Program and Promo orders.
- || Program and Promo orders placed **via the Dealer Zone** are pre-approved, therefore when you place an order for these products, your Co-Op balance will update automatically so no need to submit claims.

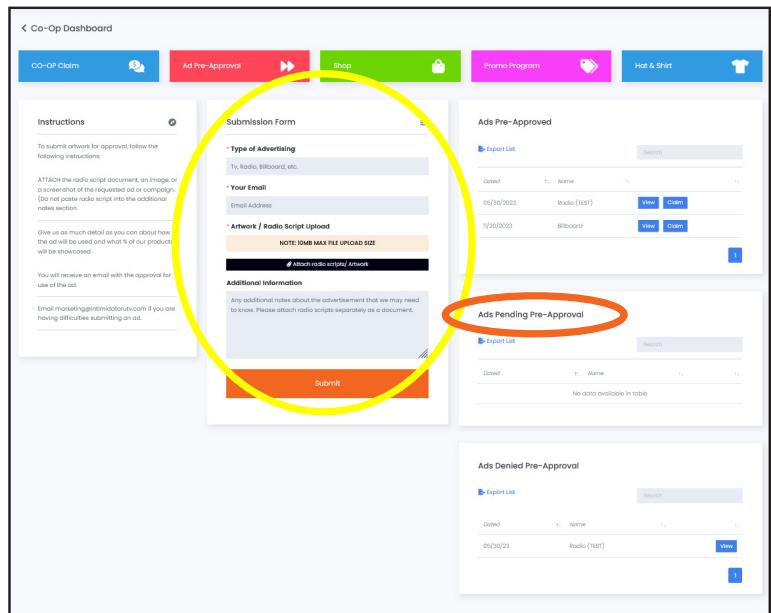
PRE-APPROVAL PROCESS FOR ADVERTISEMENTS

- // Pre-Approval is required for **every advertisement**, aside from Strategic America packages or if the asset has been provided by Spartan Mowers & UTVs (ie: promotional assets, digital assets available for download from the Co-Op Dashboard, etc).
- // Pre-Approval will ensure your ad meets all required guidelines before publication and will be eligible for Co-Op reimbursement.
- // To begin the Pre-Approval process, you will sign into the **Dealer Zone** and drop down the **Marketing Co-Op** menu on the left side of the page. Then click **Dashboard**. Here you will find your Co-Op Balance, Transaction History, and Claim Information.
- // On this screen, you will see a link for **Ad Pre-Approval** (circled in yellow in the first image).
- // Once you have a proof of your ad, you will submit it in the **Ad Pre-Approval** section.



PRE-APPROVAL SUBMISSION

- // To submit an Ad for Pre-Approval, you will fill out the **Ad Pre-Approval Submission** form (circled in yellow), attach all supporting documents (radio script, design, video), and any additional information needed to process the claim. This information will be shown in the **Ads Pending Pre-Approval** box (circled in orange) until a member of the Spartan Mowers & UTVs Co-Op team approves or denies the ad.
- // If your Pre-Approval is denied, you will see it in the **Ads Denied Pre-Approval** box with a reason for denial. This will allow you to fix your advertisement before it has been published.
- // If your Pre-Approval is approved, you will see it in the **Ads Pre-Approved** box and you may submit a final claim when ready.

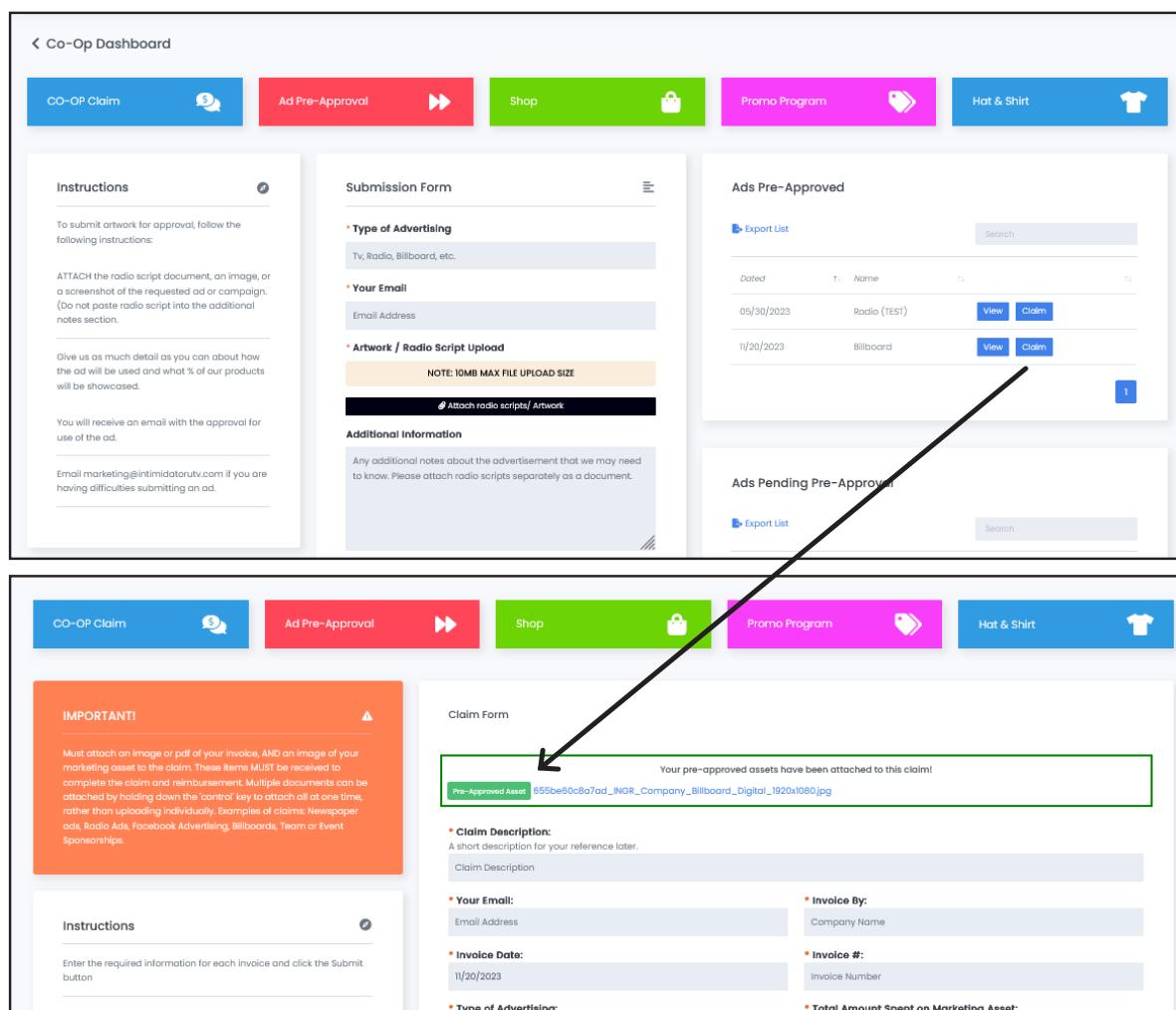


PLEASE NOTE

- || Once an Ad is Pre-Approved, it **remains** in the Ads Pre-Approved box. This will allow you to use the same asset for multiple claims, without having to resubmit a Pre-Approval each time.
- || For example, if you are running the same billboard advertisement continuously for 6 months, you will get the design Pre-Approved **once**. The billboard design will stay in the Ads Pre-Approved box. When you receive the monthly invoice for your billboard, you are able to click the **Start Claim** link each month to submit the final invoices.

SUBMITTING A FINAL CLAIM WITH A PRE-APPROVED ASSET

- || After your advertisement has been Pre-Approved and you receive a copy of your paid invoice, you must submit the final Co-Op claim for reimbursement.
- || Pre-Approved Ads will be found where you submitted them for Pre-Approval listed on the right of the web page.
- || From this list, you can click **Claim** and the Pre-Approved assets will automatically be attached to your final claim.
- || You will be directed to fill out the Claim Form with the invoice information and attach your invoice.
- || Please refer to the chart on the following page to view the final claim requirements and what is eligible for Co-Op reimbursement.



Co-Op Dashboard

Instructions

To submit artwork for approval, follow the following instructions:

ATTACH the radio script document, an image, or a screenshot of the requested ad or campaign. (Do not paste radio script into the additional notes section.)

Give us as much detail as you can about how the ad will be used and what % of our products will be showcased.

You will receive an email with the approval for use of the ad.

Email marketing@intimidatorutv.com if you are having difficulties submitting an ad.

Submission Form

Type of Advertising: Tv, Radio, Billboard, etc.

Your Email: Email Address

Artwork / Radio Script Upload: NOTE: 10MB MAX FILE UPLOAD SIZE

Additional Information: Any additional notes about the advertisement that we may need to know. Please attach radio scripts separately as a document.

Ads Pre-Approved

Ads Pending Pre-Approval

IMPORTANT!

Must attach an image or pdf of your invoice, AND an image of your marketing asset to the claim. These items **MUST** be received to complete the claim and reimbursement. Multiple documents can be attached by holding down the Control key to attach all at one time, rather than uploading individually. Examples of claims: Newspaper ad, Radio Ad, Facebook Advertising, Billboards, Team or Event Sponsorships.

Claim Form

Your pre-approved assets have been attached to this claim!

Pre-Approved Asset: 855be80c8a7ad_INGR_Company_Billboard_Digital_1920x1080.jpg

Claim Description: A short description for your reference later.

Your Email: Email Address

Invoice Date: 1/20/2023

Type of Advertising:

Invoice By: Company Name

Invoice #: Invoice Number

Total Amount Spent on Marketing Asset:

Instructions

Enter the required information for each invoice and click the Submit button.

ADVERTISEMENTS

- // For advertising outside of the Strategic America campaign, Dealers must submit all co-op claims on Dealer Zone, or the claim will not be processed.
- // Dealer must submit completed dealer co-op claim with the required documents within 60 days of invoice date.
- // For reimbursement, the dealer must include the additional documents listed in the Claim Requirements column of the advertising guidelines below.
- // For tactics executed outside of the eligible guidelines below, dealer must have written approval from their Spartan Territory Manager or Megan Belanger noted with their invoice.

AD CATEGORY — REIMBURSEMENT %	CLAIM REQUIREMENTS	ELIGIBLE	NOT-ELIGIBLE
APPAREL / PROMOTIONAL ITEMS — UP TO 50%	<ul style="list-style-type: none"> • Apparel / promotional items can be purchased from the Spartan Mowers & UTVs Online Store: dealerzone.visionamp.com/coop/dashboard/ • Co-Op funds will automatically be applied (if available) for 50% of item cost unless clearance or otherwise specified <p>Any apparel / promotional items purchased outside of the Spartan Mowers & UTVs shop will need to meet the following criteria:</p> <ul style="list-style-type: none"> • Official Logo used within Brand Guidelines <p>CLAIM SUBMISSION MUST INCLUDE</p> <ul style="list-style-type: none"> • PRE-APPROVAL* • Dated Invoice • Photo(s) of Final Apparel / Promo Items 	<ul style="list-style-type: none"> • Space dedicated to Spartan Mowers & UTVs only 	<ul style="list-style-type: none"> • Taxes / Shipping • Late Payment Fees • Rush Fees • Agency fees associated with creative/artwork and production costs
BILLBOARDS (PRINTED OR DIGITAL) — UP TO 50%	<ul style="list-style-type: none"> • Official Logo used within Brand Guidelines • Product Image Highly Recommended <p>CLAIM SUBMISSION MUST INCLUDE</p> <ul style="list-style-type: none"> • PRE-APPROVAL* • Dated Invoice • Photo(s) of the Entire Completed/Installed Billboard 	<ul style="list-style-type: none"> • Monthly Billboard(s) Rental • Space dedicated to Spartan Mowers & UTVs only 	<ul style="list-style-type: none"> • Taxes / Shipping • Installation Cost** • Installation Permits • Late Payment Fees • Agency fees associated with creative/artwork and production costs
PERMANENT SIGNAGE — UP TO 50%	<ul style="list-style-type: none"> • Official Logo used within Brand Guidelines <p>CLAIM SUBMISSION MUST INCLUDE</p> <ul style="list-style-type: none"> • Copy of Vendor Invoice for full amount - only the portion dedicated to Spartan Mowers & UTVs will be eligible • Photo(s) of Completed/Installed Signage • Indoor / Outdoor Signage: Pre-Approval* via Dealer Zone • Digital Signage: Pre-Approval required by the Spartan Mowers & UTVs marketing team at: marketing@spartanmowers.com. Pre-approval request must include a video demonstrating Spartan's representation. 	<ul style="list-style-type: none"> • Illuminated indoor and outdoor signs dedicated to Spartan Mowers & UTVs only • Spartan Mowers & UTVs will pay up to \$600 per year for representation on Digital Signage 	<ul style="list-style-type: none"> • Taxes / Shipping • Installation Cost** • Installation Permits • Electrical Fees • Late Payment Fees • Agency fees associated with creative/artwork and production costs
PRINTED ADS OR POSTCARDS — UP TO 50%	<ul style="list-style-type: none"> • Official Logo used within Brand Guidelines • Product Image <p>CLAIM SUBMISSION MUST INCLUDE</p> <ul style="list-style-type: none"> • PRE-APPROVAL* • Dated Invoice • Digital Copy of the entire AD 	<ul style="list-style-type: none"> • Cost of Ad Design • Cost of Ad Printing • Space dedicated to Spartan Mowers & UTVs only 	<ul style="list-style-type: none"> • Taxes / Shipping • Late Payment Fees • Postage • Rush Fees • Agency fees associated with creative/artwork and production costs

**Pre-Approval is required for every advertisement, unless the asset has been provided by Spartan Mowers & UTVs (ie: radio scripts, promotional artwork, downloadable digital ads, etc.).*

***Installation of a billboard is a one-time, physical service that doesn't directly contribute to advertising content. Co-op funds do not cover infrastructure, maintenance, or labor-related costs because they aren't directly promotional.*

CO-OP GUIDELINES

REVISED 10.03.2025



AD CATEGORY — REIMBURSEMENT %	CLAIM REQUIREMENTS	ELIGIBLE	NOT-ELIGIBLE
POP / DISPLAYS — UP TO 50%	<ul style="list-style-type: none"> POP can be purchased from the Online Store in the Dealer Zone Co-Op funds will automatically be applied (if available) for 50% of item cost unless clearance or otherwise specified <p>Any POP / Display items purchased outside of the Spartan Mowers & UTVs shop will need to meet the following criteria:</p> <ul style="list-style-type: none"> Official Logo used within Brand Guidelines <p>CLAIM SUBMISSION MUST INCLUDE</p> <ul style="list-style-type: none"> PRE-APPROVAL* Dated Invoice Photo/Mock-Up of POP / Display Items 	<ul style="list-style-type: none"> Space dedicated to Spartan Mowers & UTVs only 	<ul style="list-style-type: none"> Taxes / Shipping Late Payment Fees Rush Fees Agency fees associated with creative/artwork and production costs
RADIO — UP TO 50%	<ul style="list-style-type: none"> Brand Name mentioned 2x in 30s 1 product feature mentioned in 30s Brand Name mentioned 4x in 60s 2 product features mentioned in 60s <p>CLAIM SUBMISSION MUST INCLUDE</p> <ul style="list-style-type: none"> PRE-APPROVAL* Dated Invoice with Time / Dates / Script 	<ul style="list-style-type: none"> Radio Spot Cost Time dedicated to Spartan Mowers & UTVs only 	<ul style="list-style-type: none"> Taxes Agency fees associated with creative/artwork and production costs Late Payment Fees
TELEVISION — UP TO 50%	<ul style="list-style-type: none"> Official Logo used within Brand Guidelines Product Operating with Local and State Safety Requirements <p>CLAIM SUBMISSION MUST INCLUDE</p> <ul style="list-style-type: none"> PRE-APPROVAL* Dated Invoice with Run Time / Dates Link to Video 	<ul style="list-style-type: none"> Commercial Spot Cost Footage dedicated to Spartan Mowers & UTVs only 	<ul style="list-style-type: none"> Taxes Agency fees associated with creative/artwork and production costs Late Payment Fees
TRADESHOWS OR EVENTS — UP TO 50%	<ul style="list-style-type: none"> Official Logo used within Brand Guidelines Units must be displayed in a manner to promote safe usage and represents the brand(s) in a positive light. <p>CLAIM SUBMISSION MUST INCLUDE</p> <ul style="list-style-type: none"> PRE-APPROVAL of Event Contract* Dated Invoice / Contract from the same fiscal year of final claim submission Photo(s) / Video of Entire Rented Space 	<ul style="list-style-type: none"> Booth / Space Rental dedicated to Spartan Mowers & UTVs only Printed materials showcasing Spartan Mowers & UTVs only 	<ul style="list-style-type: none"> Food / Beverage Entertainment Hotel / Lodging Transportation Agency fees associated with creative/artwork and production costs Taxes
VEHICLE / TRAILER DECAL OR WRAP — UP TO 50%	<ul style="list-style-type: none"> Official Logo used within Brand Guidelines <p>CLAIM SUBMISSION MUST INCLUDE</p> <ul style="list-style-type: none"> PRE-APPROVAL* Dated Invoice Photo(s) of Entire Vehicle / Trailer upon completion 	<ul style="list-style-type: none"> Space dedicated to Spartan Mowers & UTVs only 	<ul style="list-style-type: none"> Taxes / Shipping Late Payment Fees Rush Fees Agency fees associated with creative/artwork and production costs
WINDOW CLINGS OR GRAPHICS — UP TO 50%	<ul style="list-style-type: none"> Official Logo used within Brand Guidelines <p>CLAIM SUBMISSION MUST INCLUDE</p> <ul style="list-style-type: none"> PRE-APPROVAL* Dated Invoice Photo(s) of Signage upon completion 	<ul style="list-style-type: none"> Cost of Window Cling Space dedicated to Spartan Mowers & UTVs only 	<ul style="list-style-type: none"> Taxes / Shipping Late Payment Fees Rush Fees Agency fees associated with creative/artwork and production costs

*Pre-Approval is required for every advertisement, unless the asset has been provided by Spartan Mowers & UTVs (ie: radio scripts, promotional artwork, downloadable digital ads, etc).

DIGITAL ADVERTISING

AD CATEGORY — REIMBURSEMENT %	EXAMPLE	CLAIM REQUIREMENTS	ELIGIBLE	NOT-ELIGIBLE
CONNECTED TV (CTV) / OTT Ads — UP TO 50%	CTV: Roku TV, Apple TV, FireTV, XBOX, PlayStation OTT: Netflix, hulu, YouTube TV, ESPN, sling	<ul style="list-style-type: none"> Official Logo used within Brand Guidelines Product Image At least 1 product feature listed <p>CLAIM SUBMISSION MUST INCLUDE</p> <ul style="list-style-type: none"> PRE-APPROVAL* Dated Invoice and Campaign Details Digital Copy of AD(s) 	<ul style="list-style-type: none"> Cost of Boosted Posts and / or Campaigns Cost of Sponsored Ads Space dedicated to Spartan Mowers & UTVs only 	<ul style="list-style-type: none"> Taxes Agency fees associated with creative/artwork and production costs Hosting Fees Late Payment Fees
SOCIAL MEDIA — UP TO 50%	Facebook, Instagram, TikTok, etc.	<ul style="list-style-type: none"> Official Logo used within Brand Guidelines Product Image At least 1 product feature listed <p>CLAIM SUBMISSION MUST INCLUDE</p> <ul style="list-style-type: none"> PRE-APPROVAL* Dated Invoice and Campaign Details Digital Copy of AD(s) 	<ul style="list-style-type: none"> Cost of Boosted Posts and / or Campaigns Cost of Sponsored Ads Space dedicated to Spartan Mowers & UTVs only 	<ul style="list-style-type: none"> Taxes Agency fees associated with creative/artwork and production costs Hosting Fees Late Payment Fees
SEM / PPC (PAY PER CLICK) — UP TO 50%	Google Ads, Bing Ads, Google Shopping, etc.	<ul style="list-style-type: none"> PPC keyword list must promote Spartan Mowers & UTVs only Brand Name mentioned At least 1 product feature listed <p>CLAIM SUBMISSION MUST INCLUDE</p> <ul style="list-style-type: none"> PRE-APPROVAL* Dated Invoice and Campaign Details List of PPC keywords 	<ul style="list-style-type: none"> Cost of Campaign Cost of Sponsored Ads Space dedicated to Spartan Mowers & UTVs only 	<ul style="list-style-type: none"> Taxes Agency fees associated with creative/artwork and production costs Late Payment Fees SEO Fees** Hosting Fees
STRATEGIC AMERICA AD PACKAGES — UP TO 75%	Google, Meta, and More	<ul style="list-style-type: none"> Ad Package must be ordered through the Strategic America dealer portal 	<ul style="list-style-type: none"> Total Package Cost 	<ul style="list-style-type: none"> N / A

*Pre-Approval is required for every advertisement, unless the asset has been provided by Spartan Mowers & UTVs (ie: radio scripts, promotional artwork, downloadable digital ads, etc).

**SEO fees are not eligible for co-op reimbursement. While essential to ensure website performance, due to the nature of SEO, it is not something that can be reported on at the individual brand level.

RECEIVING YOUR CO-OP REIMBURSEMENT

- // After your claim has been submitted and approved by the Co-Op Claim Department, the funds are deducted from your Co-Op balance.
- // A credit will be entered into your Red Iron Account.
- // **NOTE** Funds will be removed from the balance available on the date of submission. For example, if you submit a claim November 10 for an ad that ran in October, the Co-Op funds will pull from the available balance as of November 10 (not October).
- // To check the status of a final claim/payment, please contact programsadmin@toro.com.

ADDITIONAL INFORMATION

PRICING AND FINANCING

- // If pricing is used in your advertisement, please verify current price for unit(s) in the **Sales** section of the Dealer Zone. Incorrect pricing will result in denial of Co-Op Claim.
- // If your advertisement contains finance rates, please use rates offered by one of our partners in the **Retail Financing** section of the Dealer Zone. Incorrect financing rates will result in denial of Co-Op Claim.

BRAND GUIDELINES / RESOURCES

- // Failure to use the official logos as instructed will result in denial of Co-Op Claim.
- // Spartan Mowers & UTVs has a Media Center that can be shared with your third-party service providers (social media managers, television stations, etc.).
- // The Media Center contains all brand logos, images, scripts, video footage, and more, for you or your third-party marketing team to create on-brand advertisements, without needing access to your Dealer Zone account.
- // The Spartan Mowers & UTVs Media Center can be found at: joinspartannation.com/branding.

BRANDING

Overview	
Traits & Values	
Logo Guidelines	
Colors	
Fonts	
Photography & Video	
Content	
Internal Info	

MEDIA

Logos	
Media & Resources	

